

*The City of  
Santa Barbara  
Is Seeking A  
Leading Edge  
Planning And  
Development  
Executive To  
Serve As  
Community  
Development  
Director*



## ***THE CITY***

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Nestled between the foothills and the Pacific Ocean on the central coast of California, 90 miles north of the Los Angeles metropolitan area, the City of Santa Barbara provides a unique living environment. The City offers its 89,600 residents a mild climate and enjoyment of magnificent beaches, mountains, parks, and other recreational and cultural facilities.

Santa Barbara is managed under the Council/City Administrator form of government. City government services are provided by eleven departments: Administrative Services, Airport, City Attorney, Community Development, Finance, Fire, Library, Parks and Recreation, Police, Public Works, and Waterfront. The City's total budget of \$167 million reflects a regular full-time staff of 1,086 personnel. Santa Barbara is a full-service city with an extensive array of traditional services including police, fire, water and wastewater utilities, recreation and parks, library, planning, building and safety, and in addition, the City operates its own airport and waterfront and has an active redevelopment agency.

## ***THE COMMUNITY DEVELOPMENT DEPARTMENT***

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The mission of the Community Development Department is to assist the public in the development of the community so that there is strong protection and preservation of the community's unique quality of life, a sound economic base, and safe construction and appropriate design of buildings, all of which must be kept in balance with the constraints of the City's environment and resources. In order to accomplish this mission, the Department has four divisions: Administration, Building and Safety, Housing and Redevelopment, and Planning.

- **Administration** includes policy development, administrative support, implementation of the Economic Development Program, and oversight of the arts and community events granting process.
- **Building and Safety** is responsible for plan check and counter service, inspections and enforcement, and the records center and plan archives.
- **Housing and Redevelopment** includes the Redevelopment Agency, housing programs, Community Development Block Grant administration, rental housing mediation, and human services grant administration.
- **Planning** is responsible for long-range planning and special studies, development/design review, zoning, and enforcement.

The Department's resources include a staff of 87 and an operating budget of \$8.4 million. The Director's management team includes: an Assistant Director, a City Planner, two Principal Planners, a Housing and Redevelopment Manager, and a Chief Building Official.

## ***BOARDS, COMMISSIONS, AND COMMITTEES***

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The Council-appointed boards, commissions and committees are an integral part of the planning process. The Planning Division staffs the Planning Commission, the Architectural Board of Review, the Historical Landmarks Commission, and the Sign Committee. Six additional committees work closely with the Department staff on a variety of issues including the arts, building code compliance, rental mediation, community events and festivals, Community Development Block Grants, human services grants and disabled access.

The Redevelopment Agency board governs the central city redevelopment project area and its \$12 million annual budget.

## ***ACCOMPLISHMENTS***

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The Department is very proud of the many award-winning projects that its staff has helped develop. Some of these projects and awards are:

### **City General Plan Update**

- California State APA award
- National League of Cities Innovation Award
- International Conference for Livable Cities "City of Vision Award"

### **Harbor Master Plan**

- APA Award of Merit for Outstanding Planning

### **Chase Palm Park**

- California Redevelopment Association Award of Excellence

### **Railroad Station**

- California Preservation Association Award of Excellence
- California Redevelopment Association Award of Excellence

### **Garden Court Senior and Elderly Assisted Living Facility**

- California Redevelopment Association Award of Excellence
- National Association of Local Housing Finance Agencies National Merit Award

### **Milagro De Ladera Low Income Family Rental Units**

- State and National APA Social Advocacy Planning Award
- National Association of Local Housing Finance Agencies National Merit Award

## ***CURRENT ISSUES AND PRIORITIES FOR THE NEW DIRECTOR***

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Santa Barbara has developed a well-deserved national reputation for its cutting-edge approach to planning, design, growth management, redevelopment, and affordable housing. The new Director will be expected to honor and build on this tradition.

### **Housing**

The current top priority for the Department and the City is affordable housing. The City is just beginning a housing element update and will be considering other policies to promote housing including an inclusionary ordinance, a housing mitigation ordinance, and SRO standards. The City recently approved the single largest affordable housing project in its history – the Mercy Housing Project on the newly-annexed St. Vincent's property at Calle Real and Highway 154. The project will include 95 senior residential units and 75 multiple family units targeted for low-income households. The City and its Redevelopment Agency controls affordability on approximately 12% of the City's housing stock and provides subsidies of approximately \$3 million per year.

In addition, the City provides and supports a broad range of housing services for low income and homeless people, and the Department resolves community rental housing disputes.

### **Neighborhoods**

The City has made a major commitment to its neighborhoods through a variety of initiatives, including community-based planning, traffic calming, and neighborhood preservation. The new Director will be expected to continue the Historical Preservation Program and undertake a major revision of the Neighborhood Preservation Ordinance to ensure quality development standards for construction compatible with our existing neighborhoods and sensitive hillside areas. Further major direction on building, neighborhood, and development matters comes from the Historical Landmarks Commission, the Architectural Board of Review, and the Planning Commission, among the thirty boards and commissions in Santa Barbara.

### **Growth Management/Land Development**

Growth issues will continue to be a critical issue for the community, and future work efforts will include updates to key components of the General Plan. The Department oversees the review of land development proposals and the issuance of permits with a focus on improving the integration of the various City departments involved in the development process (e.g. Public Works, Fire).

### **Commercial/Industrial Growth Limits**

The Department is committed to the continued implementation of Charter Section 1508 (Measure E), an innovative twenty-year growth management tool adopted by the voters in 1989, that limits commercial development in the City.

### **Regional Cooperation**

Santa Barbara is reaching out to identify mutual goals and build consensus among local citizens and area-wide governments. These discussions are focused on land use, housing, transportation, preservation of open space and clean water and creek restoration, and will include working with the Cities of Carpinteria and Goleta, as well as the County and Association of Governments. Annexation issues and relationships with special districts in the large unincorporated area west of the City as well as discussions considering a possible County split will also be of importance for the new Director.

### **Environmental Protection**

The Community Development Department just updated the City's Master Environmental Assessment/Environmental Goals and Guidelines for review of proposed development, and is assisting in implementing policies to support the newly created Creek Restoration and Water Quality Improvement Program.

### **Redevelopment Agency**

The Community Development Director serves as the Deputy Director of the City's award-winning Redevelopment Agency, and Community Development staff provide staffing to the Agency. The City Council serves as the Board of the Redevelopment Agency, overseeing a single project area of 850 acres of the Downtown and the Waterfront, which currently generates approximately \$12 million in annual tax increment. The Agency is aggressive in providing affordable housing and in preserving the project area as the cultural, business, and governmental center of the South Coast region of Santa Barbara County. With this older project area facing statutory expiration in 2012, the Agency is engaged in the critical task of establishing strategies to maximize its financial and physical impacts and to create programs to succeed Redevelopment.

## ***IDEAL CANDIDATE***

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The ideal candidate is a sophisticated planning and development executive who has exceptional leadership, communication, interpersonal skills, and possesses broad experience in all areas of planning and development. In addition, candidates should have a proven track record of innovation/creativity and building strong relationships with elected officials, City staff, the community, and regional agencies. A bachelor's degree in planning, architecture, or a related field is required and a master's degree in a related field is desirable. Substantial experience is expected in planning and development with significant tenure at the division manager, assistant director, or director level.

### **Expertise**

The new Director will lead collaborative, dynamic work within the City and with other community agencies in resolving community problems. While broad knowledge and skills covering all areas of community development is assumed, ease with new ideas and initiating change is desired, the issues and priorities facing Santa Barbara demand particular, demonstrated expertise in the following areas:

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- Proactive and creative problem solving
- Strategic thinking
- Excellent written and oral communications skills, Spanish speaking skills a plus
- Strong commitment to customer service
- Positive employer-employee relations
- Active and willing leadership in the community
- Expertise in training methods and staff development options
- Linking budget resources to departmental missions and goals
- Using performance measures and tracking progress towards goals
- Being a team player on the City's Executive Team
- Active listening
- Diligently seeking funding opportunities from wide spectrum of sources
- Encouraging diversity in the workforce and in management teams
- Building and maintaining teamwork within the Department

#### **Personality and Management Style**

- Friendly, outgoing, approachable
- Politically sensitive and aware
- Openly seeks ideas and comments from others, including employees, and decisive once input is obtained and considered
- Gives credit to others; praises and compliments freely
- Self-confident, but not arrogant
- Motivated to serve, protect, and make a positive difference to others
- Energetic
- Collaborative and creative in problem solving
- Visible in department, City organization, and community
- Honest, trustworthy, and acts with integrity
- Sense of humor
- Treats all people with dignity and respect

### ***COMPENSATION AND BENEFITS***

The salary range is negotiable. A complete fringe benefit package includes twenty vacation days, up to four personal leave days, nine holidays per year, and sick leave, and choice of City-paid benefits including medical, psychological, dental, vision, and supplemental dependent life care up to a total cafeteria plan amount of \$11,892 a year effective January 2003. A 457 deferred compensation plan and medical/dependent care flexible spending accounts are also available. The City provides a life insurance policy equal to the employee's annual salary and a long-term disability plan. The City has a 2% @ 55 retirement plan under the Public Employees Retirement System (PERS). The employee contributes 1.45% of salary to Medicare. The City does not participate in Social Security. The City provides an innovative Housing Assistance Program.

### ***APPLICATION AND SELECTION PROCESS***

For additional information regarding this opportunity or to be considered, please submit a cover letter with current salary, a resume, and three work-related references by **Friday, September 27, 2002**, to:



John Shannon  
 Shannon Executive Search  
 241 Lathrop Way  
 Sacramento, CA 95815  
 (916) 263-1401, Fax (916) 561-7205  
 Email: [resumes@cps.ca.gov](mailto:resumes@cps.ca.gov)  
 Website: [www.cps.ca.gov/shannon](http://www.cps.ca.gov/shannon)

Following the filing date, resumes will be screened in relation to the criteria outlined in this brochure. Candidates with relevant qualifications will be given preliminary interviews by the consultants. Candidates deemed qualified will be reported to the City. A final interview process designed and administered by the consultants will then be scheduled for selected candidates.